

FOR IMMEDIATE RELEASE
November 7, 1997

MEDIA CONTACT: Bob Ludwig
(202) 994-1423

**PRESIDENT CLINTON, VICE PRESIDENT GORE, ATTORNEY GENERAL
RENO TO PARTICIPATE IN WHITE HOUSE CONFERENCE ON HATE
CRIMES HOSTED BY GW NOV. 10**

**Victims of Hate Crimes, Religious and Community Leaders from Across the Country
to Attend Gathering Emphasizing Positive Action to Prevent Hate Crimes**

MEDIA ADVISORY

EVENT: White House Conference on Hate Crimes Hosted by President Clinton,
organized by the President's Initiative on Race and held at The George
Washington University.

DATE: Monday, November 10, 1997
11:00 a.m.

PLACE: GW Marvin Center (Dorothy Betts Marvin Theatre)
The George Washington University
800 21st Street, NW
Washington, D.C.

Background:

During this day-long conference, President Clinton will announce policy initiatives to toughen enforcement on hate crimes and hate crime perpetrators. Approximately 350 leaders from the law enforcement, civil rights, anti-violence, youth, education and religious communities, as well as hate crime survivors, will examine the positive actions some communities are taking to seriously address hate crimes as well as prevent those from happening.

Media should have equipment in place by 8:00 a.m. Marvin Center Theatre will be open for media check-in and set-up beginning at 6:30 a.m.

President Clinton is expected to offer remarks at approximately 11:30 a.m. Following his comments, President Clinton will lead a panel discussion.

For more information, please call the White House Press Office at (202) 456-7150.

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Last updated August 5, 1999

FOR IMMEDIATE RELEASE
November 11, 1997

CONTACT: Karen Sibert
(202) 994-9023

GW STUDY REPORTS GROWTH IN EVENT MANAGEMENT FIELD WORLDWIDE

Washington -- The George Washington University Event Management Program has completed a comprehensive international study entitled, "The Biennial Profile of Event Management." The study, which is conducted every two years, examines the social, technological and economic changes in the event management field. The study was prepared in cooperation with the International Special Events Society.

According to the principal investigator, Dr. Joe Goldblatt, CSEP, the overall health of the event management field is excellent. "Earnings in the upper categories reported a growth rate of over 30% since 1994," said Goldblatt.

The study was mailed to 2,000 members of the International Special Events Society worldwide. Two hundred and fifty people responded to the survey. Statistically, the responses represented accurately membership around the world.

The results report a high proportion of women entering the field -- over 70% as compared to the 1994 report which listed 55% females and 45% males. The most popular events produced by professional event managers include (in order): corporate human resource events, association conventions and social events such as weddings, birthday parties and other private events.

The authors found that event managers are highly educated with over 79% having a bachelor's degree and over 15% having obtained a graduate degree. Nearly 90% of the respondents plan to continue their education through industry and academic programs.

The GW Event Management Program is the largest and most comprehensive program of its kind in higher education. With over 2,000 annual registrations, a renowned library archive and major research, like this study, the program attracts students and professionals who are in search of state-of-the-industry information.

To purchase a copy of the study, contact ISES at 1-800-688-ISES or 317/571-5601. For more information about the Event Management Program, call 202/994-0043.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year, GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.

The International Special Events Society was founded in 1987 in response to phenomenal growth in the industry, a growing demand for promoting professionalism and providing continuing education. ISES is the only international association which services as an umbrella organization bringing together the many different disciplines involved in the

special events industry. The mission of ISES is to educate, advance and promote the special events industry and its network of professionals along with related industries. To that end, ISES strives to uphold the integrity of the special events profession to the general public through its "Principles of Professional Conduct and Ethics;" acquire and disseminate useful business information; foster a spirit of cooperation among its members and other special events professionals; and cultivate high standards of business practices.

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Last updated August 5, 1999

FOR IMMEDIATE RELEASE
November 14, 1997

CONTACT: Bob Ludwig
(202) 994-1423

**AMBASSADOR WILLIAM J. CROWE NAMED SHAPIRO PROFESSOR IN GW'S
ELLIOTT SCHOOL OF INTERNATIONAL AFFAIRS**

Exploring Foreign Policy Challenges in Europe

Washington -- Ambassador William J. Crowe Jr., former chairman of the Joint Chiefs of Staff, has been appointed the J.B. and Maurice C. Shapiro Professor of International Affairs at The George Washington University's Elliott School of International Affairs. Ambassador Crowe recently returned to Washington after serving as U.S. Ambassador to the United Kingdom of Great Britain and Northern Ireland since May, 1994.

Ambassador Crowe will deliver his first public lecture at GW on November 19, 1997, at 6:00 p.m. in the Elliott School Commons (Stuart Hall, Room 103, 2013 G Street, NW). His topic will be "Foreign Policy in Europe: Challenges on the Horizon."

Capping a long and distinguished naval career, Ambassador Crowe (then Admiral Crowe) was appointed the eleventh chairman of the Joint Chiefs of Staff, Department of Defense, by President Ronald Reagan in October, 1985. He was reappointed to a second two-year term in 1987. Ambassador Crowe previously served as Commander-in-Chief of Allied Forces, Southern Europe, and Commander-in-Chief, U.S. Pacific Command.

Following his retirement from military service in 1989, Ambassador Crowe served as a counselor at the Center for Strategic and International Studies in Washington, D.C. and as a professor of geopolitics at the University of Oklahoma. He was appointed by President Clinton as chairman of the President's Foreign Intelligence Advisory Board (PFIAB) and has also been a director of the Council on Foreign Relations and chairman of the Washington Institute of Foreign Affairs.

Born in Kentucky in 1925, Ambassador Crowe was raised in Oklahoma City, Oklahoma. He graduated from the United States Naval Academy in 1946. He later obtained an M.A. in education from Stanford University and a Ph.D. in politics from Princeton University. His dissertation at Princeton was titled *The Political Roots of the Modern Royal Navy*. Ambassador Crowe has written numerous articles on military and foreign policy issues and is co-author of *The Line of Fire and Reducing Nuclear Danger: The Road Away from the Brink*. He is married to the former Shirley Grennell of Okeene, Oklahoma, and they have three children.

The J.B. and Maurice C. Shapiro Professorship of International Affairs was created to bring distinguished figures in international affairs to The George Washington University, individuals whose experience and reputation will provide an added measure of excellence to teaching and scholarship within the Elliott School. This fall, he is teaching a short course on the role of the Joint Chiefs of Staff in U.S. foreign policy making.

The Elliott School is The George Washington University's professional school of international affairs. Its mission is to create an unexcelled resource center in the nation's capital to train men and women in international relations and provide scholarly analyses and policy recommendations on international issues.

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Last updated August 5, 1999

FOR IMMEDIATE RELEASE
November 24, 1997

CONTACT: Karen Sibert
(202) 994-9023

SERVICEMASTER ESTABLISHES \$100,000 DOCTORAL FELLOWSHIP AT GW'S SCHOOL OF BUSINESS AND PUBLIC MANAGEMENT

Doctoral Student Peggy Daniels Lee Is First Recipient

Washington -- The George Washington University has announced that it has entered into an agreement with ServiceMaster Management Services to administer a doctoral fellowship in the School of Business and Public Management. The ServiceMaster Fellowship will provide \$100,000 over five years to full-time doctoral candidates within the School who are committed to pursuing careers in university teaching, and who represent minority or disadvantaged groups. In addition, the University will waive up to 20 credit hours per year for the recipient.

"GW has enjoyed a long and productive partnership with ServiceMaster," said President Stephen Joel Trachtenberg. "This fellowship represents yet another opportunity to further solidify the collaborative relationship the two institutions established in 1975."

"ServiceMaster Education Management Services has had the privilege to work in partnership with GW for 22 years. We are pleased to have the opportunity to advance our partnership, as well as to help tomorrow's leaders through this fellowship," agreed ServiceMaster President Rich William and Executive Vice President Grant Walsh. "As a corporate partner and citizen with a two-fold commitment of developing people and helping advance education, We believe that businesses must support education more than ever before."

The first recipient of the new ServiceMaster Fellowship is Peggy Daniels Lee, who has received a tuition award for the academic year 1997-98. Lee was admitted to the Ph.D. Program in the SBPM in Fall 1995. Her primary field of study is Business Administration/Logistics, Operations and Materials/Management. She expects to complete her doctoral study in May 1999 and will pursue a career in university teaching after graduation.

Lee received her B.A. degree in English literature from the University of Michigan in 1970 and an M.B.A. from the University of North Carolina in 1976. Currently, she teaches undergraduate production and operations management courses as an adjunct professor at GW. Her teaching experience includes positions at Keller Graduate School of Management in Atlanta, GA, Limestone College in Spartanburg, SC, and Johnson C. Smith University in Charlotte, NC. In addition, Lee has held positions with BellSouth Telecommunication, Inc., Bell Communications Research, Inc., BellSouth Services, Inc. and Southern Bell.

"Peggy Lee's extensive industry experience and dedication to teaching illustrate our commitment to excellence," says James E. Kee, interim dean and Giant Food Professor of Public/Private Management at SBPM. "Partnerships with corporations such as ServiceMaster are critical for the School as it seeks to attract the brightest students. The fellowship will allow Lee to complete her doctoral work on a full-time basis."

Servicemaster is one of the nation's leading service providers serving more than 2,000

institutions and businesses. In addition, ServiceMaster provides a broad range of residential services to more than 6.5 million customers.

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